



# Travel destination Iceland

*Denmark, United Kingdom and Germany*

May 2010



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**Description**

Client Útflutningsráð Íslands/Ferðamálastofa  
Data gathering 20. - 25. May 2010  
Methodology Online omnibus

**Sample**

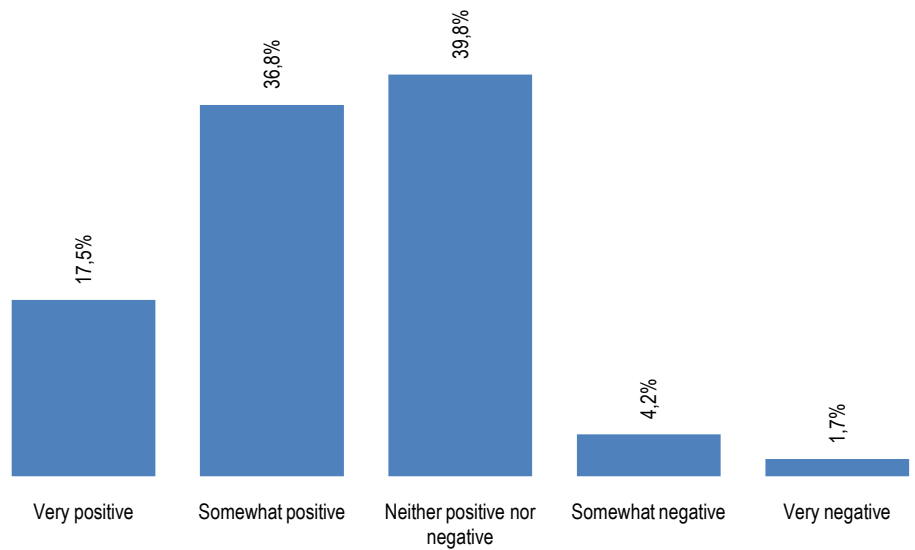
Denmark 18-74 years of age  
United Kingdom 18+ years of age  
Germany 18-65+ years of age

**Number of participants**

Denmark 1012  
United Kingdom 2102  
Germany 1088

Reykjavík 28. May 2010  
MMR/Market and Media research ehf  
Laugavegi 174  
105 Reykjavík  
<http://www.mmr.is/>

Answers	Count	Pct. %	Conf. lim +/-
Very positive	170	17,5%	2,4%
Somewhat positive	357	36,8%	3,0%
Neither positive nor negative	386	39,8%	3,1%
Somewhat negative	41	4,2%	1,3%
Very negative	17	1,7%	0,8%
Count	970	100,0%	
Answered	970	95,8%	
Did not answer	42	4,2%	
Count	1012	100,0%	
Asked*	1012	100,0%	
Not asked	0	0,0%	
Number of participants	1012	100,0%	



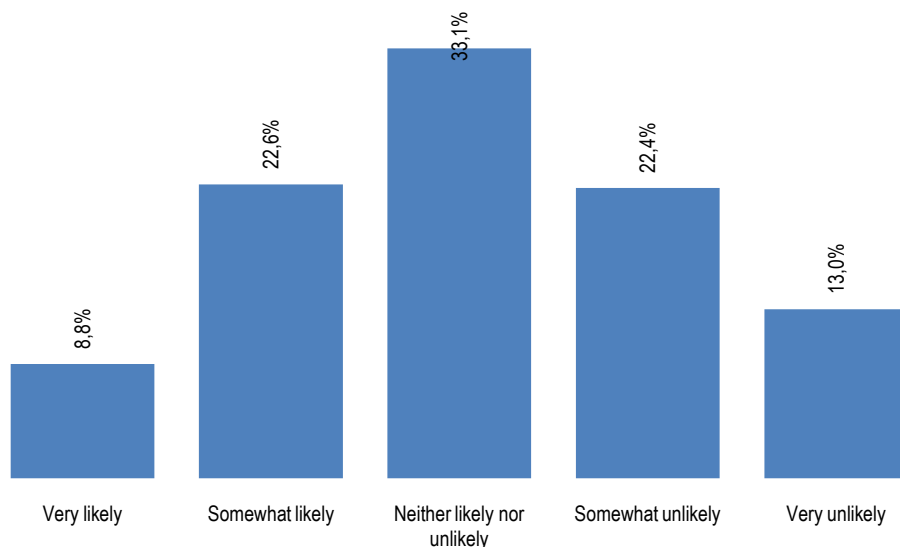
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	17,5%	36,8%	39,8%	4,2%	1,7%	970
Gender	Male	18,4%	37,0%	38,7%	4,0%	1,9%	488
	Female	16,6%	36,7%	40,9%	4,3%	1,5%	482
Age	18-34 years	19,7%	37,9%	36,0%	5,4%	1,0%	289
	35-54 years	15,5%	36,8%	42,9%	3,3%	1,6%	391
	55-74 years	18,0%	35,7%	39,4%	4,2%	2,6%	289
Family situation	Living with one or both parents	20,6%	53,1%	15,5%	10,9%	-	18
	Single with children	16,1%	32,1%	49,9%	-	1,9%	47
	Single without children	24,9%	36,9%	32,1%	5,0%	1,2%	258
	Marr/civ partnership without children	16,4%	34,1%	43,4%	4,3%	1,8%	365
	Marr/civ partnership with children	12,1%	40,2%	41,7%	3,6%	2,4%	256
	Living in collective with children	33,4%	32,1%	34,4%	-	-	3
	Living in collective without children	14,1%	43,0%	36,0%	6,9%	-	13
Other	8,2%	33,3%	58,5%	-	-	11	
Urban/rural	Capital city area	17,9%	35,6%	37,6%	6,9%	2,0%	225
	Urban (more than 100.000 inhabitants),	18,6%	37,0%	37,0%	4,2%	3,2%	171
	Urban, 50.000 - 100.000 inhabitants	17,3%	35,5%	43,4%	2,1%	1,7%	133
	Urban, 10.000 - 49.999 inhabitants	16,6%	38,3%	40,9%	2,8%	1,3%	181
	Rural, less than 10.000 inhabitants	18,0%	36,7%	41,2%	3,5%	0,6%	166
	Rural	15,5%	38,5%	40,6%	4,3%	1,0%	93
Region	Capital city	15,9%	36,8%	39,0%	6,8%	1,5%	299
	Sjælland	20,4%	41,6%	35,7%	1,4%	0,9%	139
	Syddanmark	16,3%	36,8%	42,4%	2,5%	2,0%	211
	Midtjylland	21,1%	36,9%	35,5%	4,5%	2,0%	217
	Nordjylland	12,8%	30,2%	51,6%	3,2%	2,2%	103

\*Asked: Everyone.

**DENMARK**

**How likely or unlikely are you to visit Iceland in the future?**

Answers	Count	Pct. %	Conf.lim +/-
Very likely	84	8,8%	1,8%
Somewhat likely	216	22,6%	2,7%
Neither likely nor unlikely	315	33,1%	3,0%
Somewhat unlikely	213	22,4%	2,6%
Very unlikely	124	13,0%	2,1%
Count	952	100,0%	
Answered	952	94,0%	
Did not answer	60	6,0%	
Count	1012	100,0%	
Asked*	1012	100,0%	
Not asked	0	0,0%	
Number of participants	1012	100,0%	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	8,8%	22,6%	33,1%	22,4%	13,0%	952
Gender	Male	10,0%	23,7%	32,4%	22,4%	11,5%	475
	Female	7,6%	21,6%	33,8%	22,3%	14,6%	477
Age	18-34 years	10,9%	26,4%	37,5%	17,3%	7,9%	286
	35-54 years	8,0%	24,9%	30,9%	24,0%	12,2%	382
	55-74 years	7,8%	15,9%	31,8%	25,3%	19,2%	284
Family situation	Living with one or both parents	11,1%	16,4%	29,0%	10,7%	32,8%	17
	Single with children	9,0%	16,1%	41,8%	16,8%	16,3%	42
	Single without children	11,2%	28,4%	31,7%	16,1%	12,7%	256
	Marr/civ partnership without children	8,5%	18,6%	34,4%	24,5%	14,0%	368
	Marr/civ partnership with children	7,1%	24,3%	29,7%	28,3%	10,6%	244
	Living in collective with children	-	32,1%	67,9%	-	-	3
	Living in collective without children	7,1%	14,5%	49,3%	14,8%	14,4%	13
Other	-	29,8%	50,5%	19,8%	-	9	
Urban/rural	Capital city area	12,5%	24,6%	32,3%	18,0%	12,6%	223
	not capital city area	6,8%	25,7%	35,3%	19,0%	13,2%	165
	Urban, 50.000 - 100.000 inhabitants	7,4%	24,3%	37,1%	20,8%	10,4%	134
	Urban, 10.000 - 49.999 inhabitants	9,9%	20,8%	28,6%	27,6%	13,1%	175
	Rural, less than 10.000 inhabitants	7,1%	20,2%	34,5%	24,5%	13,7%	164
	Rural	6,7%	17,6%	31,9%	27,5%	16,3%	91
Region	Capital city	9,9%	23,8%	34,3%	19,5%	12,5%	295
	Sjælland	10,9%	24,1%	28,1%	21,7%	15,3%	141
	Syddanmark	6,7%	22,1%	34,7%	25,6%	10,9%	203
	Midtjylland	8,5%	23,0%	31,7%	23,8%	13,0%	215
	Nordjylland	7,5%	17,3%	37,0%	22,4%	15,8%	98

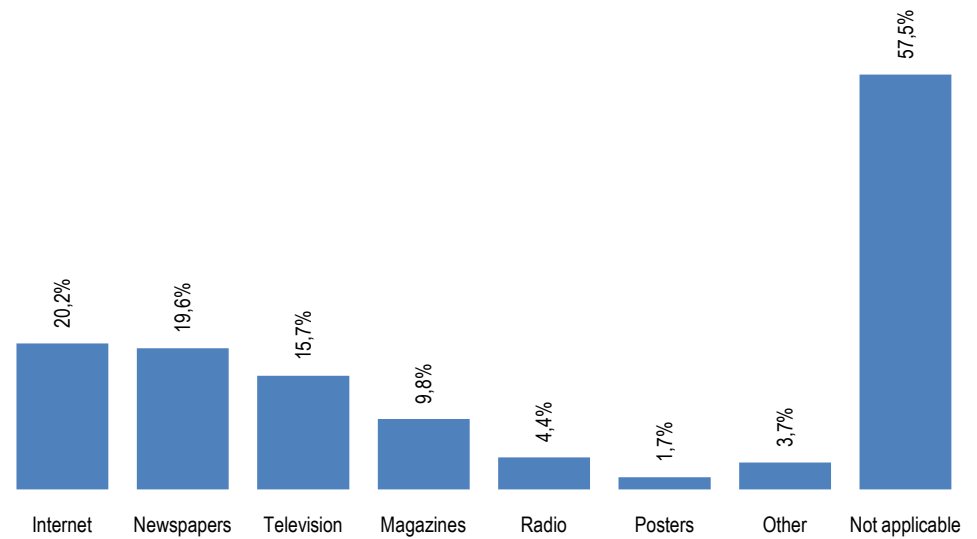
\*Asked: Everyone.

DENMARK

Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months?



Answers	Count	Pct. %	Conf. lim +/-
Internet (e.g. web sites, blogs, social media etc.)	190	20,2%	2,6%
Newspapers	184	19,6%	2,5%
Television	148	15,7%	2,3%
Magazines	92	9,8%	1,9%
Radio	42	4,4%	1,3%
Posters (i.e. outdoor media)	16		
Other (please specify)	35	3,7%	1,2%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	540	57,5%	3,2%
<b>Count</b>	<b>939</b>		
Answered	939	92,8%	
Did not answer	73	7,2%	
<b>Count</b>	<b>1012</b>	<b>100,0%</b>	
Asked*	1012	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>1012</b>	<b>100,0%</b>	



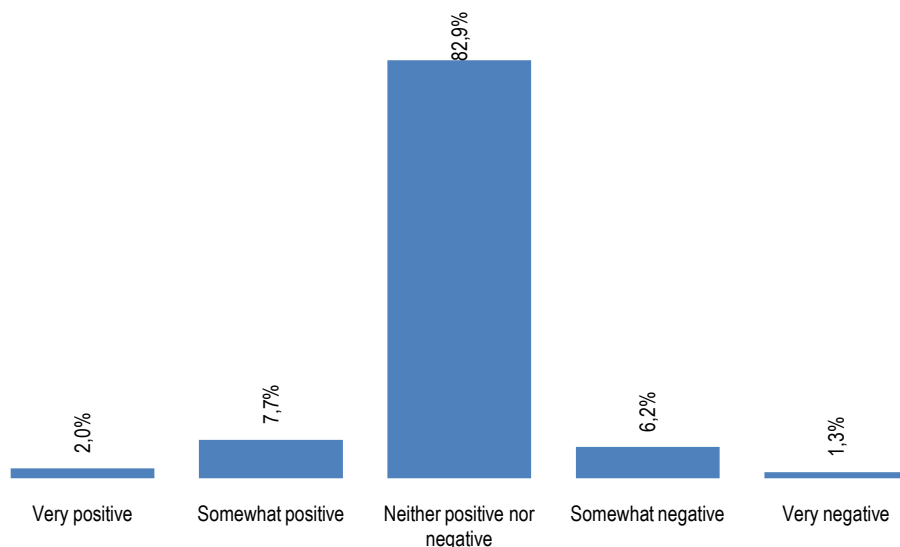
		Internet	Newspapers	Television	Magazines	Radio	Posters	Other	Not applicable	Count
Total	Total	20,2%	19,6%	15,7%	9,8%	4,4%	1,7%	3,7%	57,5%	939
Gender	Male	20,1%	21,3%	17,3%	8,5%	5,5%	2,0%	2,7%	55,6%	472
	Female	20,4%	17,8%	14,1%	11,0%	3,3%	1,4%	4,7%	59,4%	467
Age	18-34 years	17,0%	12,2%	15,1%	7,9%	6,8%	1,4%	3,5%	65,8%	269
	35-54 years	20,7%	15,2%	15,2%	8,5%	4,0%	1,0%	3,6%	61,4%	386
	55-74 years	22,7%	32,5%	17,1%	13,3%	2,8%	2,9%	4,1%	44,3%	284
Family situation	Living with one or both parents	16,7%	10,8%	16,5%	5,6%	-	5,6%	5,6%	67,1%	17
	Single with children	23,8%	8,6%	8,8%	4,6%	2,5%	4,2%	4,3%	67,5%	45
	Single without children	23,0%	21,8%	16,4%	10,1%	3,5%	0,4%	5,4%	55,0%	244
	Marr/civ partnership without children	20,0%	22,7%	14,5%	12,3%	3,8%	2,5%	4,2%	55,7%	364
	Marr/civ partnership with children	17,8%	15,1%	17,3%	6,6%	6,1%	1,1%	1,5%	60,5%	247
	Living in collective with children	32,1%	34,4%	33,4%	33,4%	-	-	-	-	3
	Living in collective without children	9,1%	26,8%	26,9%	17,8%	9,1%	-	-	64,5%	11
Other	19,6%	9,8%	20,1%	-	21,8%	-	-	58,2%	9	
Urban/ rural	Capital city area	19,7%	23,7%	15,1%	9,0%	3,2%	2,2%	6,0%	57,6%	209
	Urban (more than 100.000)	20,9%	19,0%	16,0%	10,8%	8,8%	2,3%	4,2%	56,0%	164
	Urban, 50.000 - 100.000 inhabitants	17,1%	14,1%	19,2%	7,7%	3,6%	0,8%	2,2%	62,8%	132
	Urban, 10.000 - 49.999 inhabitants	21,5%	16,6%	14,2%	7,3%	1,3%	2,3%	2,4%	62,6%	173
	Rural, less than 10.000 inhabitants	18,6%	22,2%	16,0%	15,2%	5,6%	1,4%	4,0%	52,8%	167
Rural	25,2%	19,6%	14,3%	7,2%	4,3%	-	1,9%	51,5%	95	
Region	Capital city	18,5%	19,9%	14,5%	11,0%	3,2%	2,6%	5,0%	59,6%	284
	Sjælland	22,2%	17,5%	16,7%	9,5%	3,6%	2,4%	4,2%	55,3%	138
	Syddanmark	18,1%	21,9%	15,4%	8,8%	3,9%	0,6%	1,4%	58,7%	207
	Midtjylland	22,5%	18,6%	16,7%	9,3%	4,7%	1,8%	3,9%	57,7%	206
	Nordjylland	22,1%	18,6%	16,5%	9,6%	9,2%	-	3,7%	52,1%	103

\*Asked: Everyone.

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



Answers	Count	Pct. %	Conf.lim +/-
Very positive	20	2,0%	0,9%
Somewhat positive	76	7,7%	1,7%
Neither positive nor negative	822	82,9%	2,3%
Somewhat negative	62	6,2%	1,5%
Very negative	12	1,3%	0,7%
<b>Count</b>	<b>992</b>	<b>100,0%</b>	
Answered	992	98,0%	
Did not answer	20	2,0%	
<b>Count</b>	<b>1012</b>	<b>100,0%</b>	
Asked*	1012	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>1012</b>	<b>100,0%</b>	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	2,0%	7,7%	82,9%	6,2%	1,3%	992
Gender	Male	2,2%	11,0%	80,6%	4,5%	1,7%	498
	Female	1,7%	4,3%	85,2%	7,9%	0,9%	494
Age	18-34 years	0,9%	11,2%	80,3%	7,2%	0,3%	293
	35-54 years	2,2%	6,4%	85,4%	4,6%	1,3%	402
	55-74 years	2,7%	5,8%	82,0%	7,4%	2,2%	297
Family situation	Living with one or both parents	-	-	77,4%	16,7%	5,9%	17
	Single with children	1,9%	4,0%	92,3%	1,9%	-	48
	Single without children	1,8%	11,3%	79,8%	6,1%	1,1%	264
	Marr/civ partnership without children	2,3%	6,8%	82,9%	7,0%	0,9%	378
	Marr/civ partnership with children	2,0%	4,9%	85,4%	5,6%	2,0%	259
	Living in collective with children	-	33,4%	66,6%	-	-	3
	Living in collective without children	-	6,7%	93,3%	-	-	14
Other	-	42,0%	48,2%	9,8%	-	9	
Urban/rural	Capital city area	1,2%	8,0%	82,6%	7,9%	0,4%	232
	not capital city area	1,1%	13,0%	80,3%	4,5%	1,2%	172
	Urban, 50.000 - 100.000 inhabitants	0,8%	11,6%	78,2%	6,8%	2,6%	136
	Urban, 10.000 - 49.999 inhabitants	1,5%	3,5%	88,0%	5,2%	1,8%	179
	Rural, less than 10.000 inhabitants	3,7%	4,8%	82,8%	7,7%	1,1%	175
	Rural	4,9%	4,9%	85,2%	3,9%	1,1%	97
Region	Capital city	2,4%	7,2%	82,6%	7,5%	0,3%	310
	Sjælland	2,3%	10,0%	81,0%	5,3%	1,3%	144
	Syddanmark	2,4%	8,7%	83,8%	4,1%	1,0%	214
	Midtjylland	1,7%	6,4%	84,0%	5,9%	2,0%	220
	Nordjylland	-	6,3%	82,0%	8,8%	3,0%	104

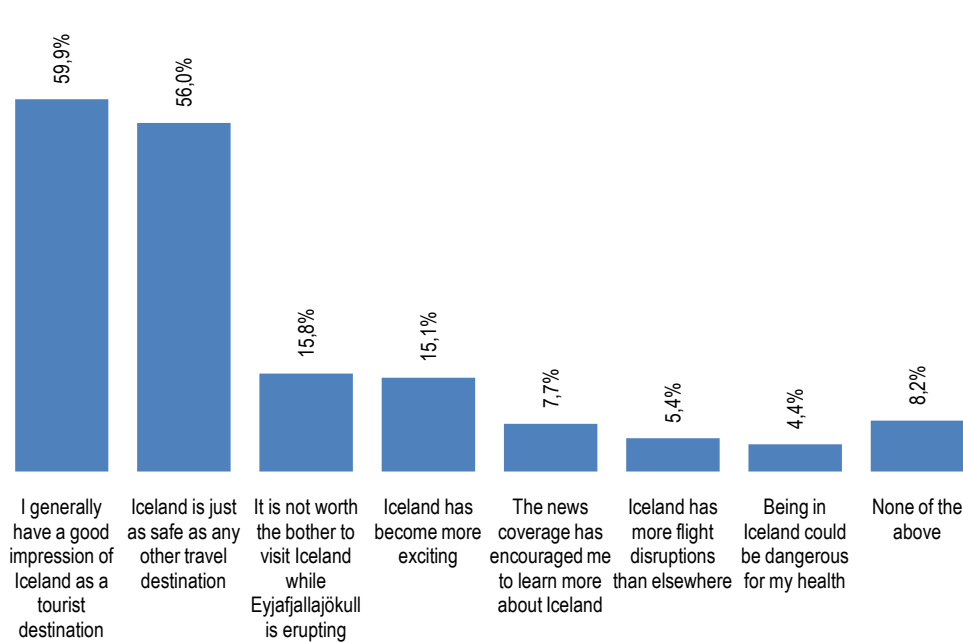
\*Asked: Everyone.

DENMARK



Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?

Answers	Count	Pct. %	Conf.lim +/-
I generally have a good impression of Iceland as a tourist destination	561	59,9%	3,1%
Iceland is just as safe as any other travel destination	526	56,0%	3,2%
It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	148	15,8%	2,3%
Iceland has become more exciting	142	15,1%	2,3%
The news coverage has encouraged me to learn more about Iceland	72	7,7%	1,7%
Iceland has more flight disruptions than elsewhere	50	5,4%	1,4%
Being in Iceland could be dangerous for my health	41		
None of the above	77	8,2%	1,8%
<b>Count</b>	<b>938</b>		
Answered	938	92,7%	
Did not answer	74	7,3%	
<b>Count</b>	<b>1012</b>	<b>100,0%</b>	
Asked*	1012	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>1012</b>	<b>100,0%</b>	



		I generally have a good impression of Iceland as a tourist destination	Iceland is just as safe as any other travel destination	It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	Iceland has become more exciting	The news coverage has encouraged me to learn more about Iceland	Iceland has more flight disruptions than elsewhere	Being in Iceland could be dangerous for my health	None of the above	Count
Total	Total	59,9%	56,0%	15,8%	15,1%	7,7%	5,4%	4,4%	8,2%	938
Gender	Male	58,8%	53,9%	16,7%	12,0%	7,6%	6,2%	4,2%	7,3%	467
	Female	60,9%	58,2%	14,8%	18,2%	7,8%	4,5%	4,6%	9,1%	470
Age	18-34 years	59,8%	56,7%	23,0%	18,5%	6,7%	9,4%	4,8%	9,3%	273
	35-54 years	63,3%	57,1%	13,8%	10,7%	6,2%	3,6%	4,5%	10,0%	384
	55-74 years	55,1%	53,9%	11,4%	17,9%	10,7%	3,9%	3,8%	4,7%	281
Family situation	Living with one or both parents	47,7%	30,4%	47,5%	11,5%	-	11,3%	5,9%	18,1%	16
	Single with children	54,1%	44,5%	16,6%	11,3%	4,4%	4,1%	4,1%	6,3%	44
	Single without children	66,2%	58,0%	16,7%	17,4%	11,1%	6,3%	4,2%	6,0%	255
	Marr/civ partnership without children	57,0%	57,8%	12,9%	16,7%	7,7%	6,0%	4,0%	6,9%	355
	Marr/civ partnership with children	59,6%	54,9%	16,7%	11,0%	4,3%	3,8%	5,1%	11,5%	247
	Living in collective with children	32,1%	32,1%	33,4%	-	34,4%	-	-	-	3
	Living in collective without children	73,3%	64,7%	8,4%	18,4%	18,8%	-	-	17,8%	10
Other	36,7%	64,2%	24,3%	27,0%	12,1%	-	12,1%	11,5%	8	
Urban/rural	Capital city area inhabitants), not capital city area	60,2%	61,8%	13,9%	20,7%	9,0%	6,7%	8,3%	3,8%	162
	Urban, 50.000 - 100.000 inhabitants	64,8%	53,6%	17,0%	13,0%	5,8%	3,7%	7,0%	7,9%	132
	Urban, 10.000 - 49.999 inhabitants	56,5%	54,8%	16,0%	11,8%	5,9%	3,2%	1,1%	9,9%	169
	Rural, less than 10.000 inhabitants	61,1%	54,0%	14,1%	17,5%	10,6%	6,0%	3,4%	9,1%	166
	Rural	61,8%	61,4%	9,4%	9,2%	8,0%	4,2%	1,0%	9,0%	87
Region	Capital city	57,2%	53,7%	18,7%	15,0%	7,2%	7,6%	3,7%	8,8%	298
	Sjælland	68,7%	54,7%	12,9%	13,2%	9,5%	3,2%	3,3%	7,8%	139
	Syddanmark	55,9%	53,7%	14,5%	15,2%	7,8%	4,5%	4,8%	10,0%	197
	Midtjylland	60,5%	62,1%	15,0%	17,7%	6,7%	4,6%	4,8%	7,2%	208
	Nordjylland	62,2%	57,1%	15,1%	12,3%	8,3%	4,9%	6,3%	5,5%	96

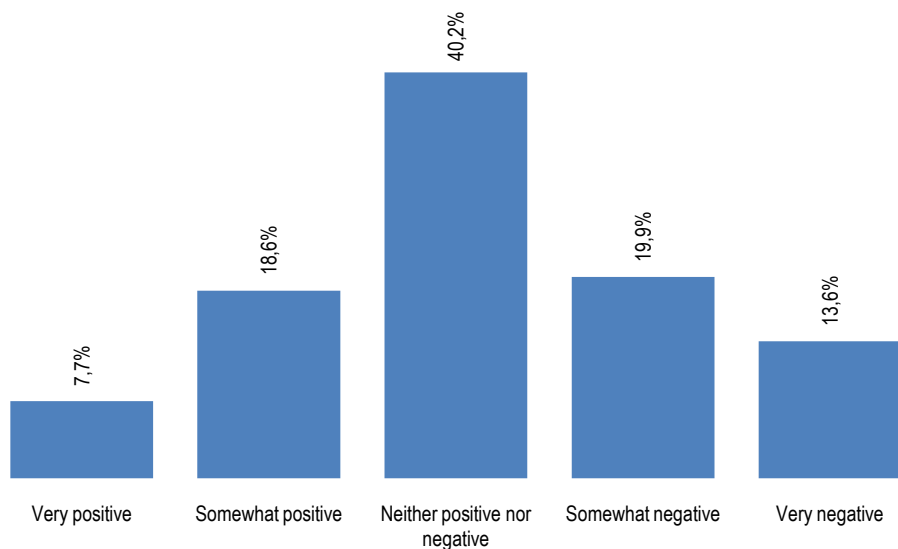
\*Asked: Everyone.



UNITED KINGDOM

How positive or negative are you towards Iceland as a travel destination?

Answers	Count	Pct. %	Conf.lim +/-
Very positive	152	7,7%	1,2%
Somewhat positive	369	18,6%	1,7%
Neither positive nor negative	799	40,2%	2,2%
Somewhat negative	397	19,9%	1,8%
Very negative	270	13,6%	1,5%
Count	1988	100,0%	
Answered	1988	94,6%	
Did not answer	114	5,4%	
Count	2102	100,0%	
Asked*	2102	100,0%	
Not asked	0	0,0%	
Number of participants	2102	100,0%	



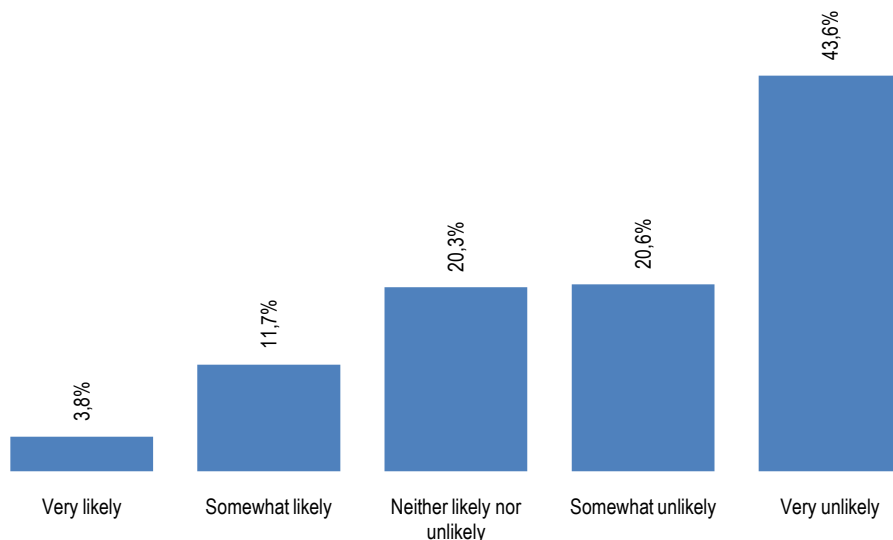
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	7,7%	18,6%	40,2%	19,9%	13,6%	1988
Gender	Male	8,4%	19,6%	39,2%	18,9%	13,9%	959
	Female	7,0%	17,6%	41,2%	20,9%	13,3%	1029
Age	18 to 24	12,8%	21,0%	37,8%	17,8%	10,5%	230
	25 to 34	10,4%	24,7%	41,1%	16,5%	7,3%	334
	35 to 44	6,2%	20,2%	45,8%	18,8%	9,0%	340
	45 to 54	4,9%	17,1%	39,0%	21,8%	17,3%	378
	55+	6,9%	14,9%	38,6%	21,9%	17,8%	706
Marital status	Married	5,4%	17,7%	40,5%	21,2%	15,3%	1000
	Living as married	9,2%	17,9%	41,5%	21,8%	9,5%	259
	Separated (after being married)	1,8%	20,2%	47,9%	22,9%	7,2%	43
	Divorced	6,6%	13,3%	48,7%	15,9%	15,6%	147
	Widowed	6,1%	6,3%	43,5%	27,5%	16,5%	60
	Never married	12,5%	24,1%	34,8%	16,8%	11,8%	469
	Civil Partnership	17,7%	16,2%	58,1%	-	8,0%	10
Grouped Urban for England, Scotland & Wales	Urban	7,3%	19,3%	40,0%	19,8%	13,5%	1600
	Town and Fringe	5,5%	14,9%	39,7%	23,7%	16,2%	183
	Rural	12,6%	16,0%	42,3%	17,5%	11,5%	204
Region	North	5,7%	17,4%	39,3%	21,5%	16,1%	494
	Midlands	5,6%	13,7%	45,0%	23,6%	12,1%	325
	East	7,9%	18,6%	43,5%	21,7%	8,3%	190
	London	12,1%	23,2%	32,2%	21,0%	11,5%	254
	South	8,2%	21,7%	40,7%	14,8%	14,6%	451
	Wales	10,8%	19,8%	34,6%	20,0%	14,8%	100
	Scotland	6,9%	15,7%	44,1%	18,7%	14,6%	173

\*Asked: Everyone.

# UNITED KINGDOM

## How likely or unlikely are you to visit Iceland in the future?

Answers	Count	Pct. %	Conf.lim +/-
Very likely	78	3,8%	0,8%
Somewhat likely	239	11,7%	1,4%
Neither likely nor unlikely	413	20,3%	1,7%
Somewhat unlikely	419	20,6%	1,8%
Very unlikely	885	43,6%	2,2%
<b>Count</b>	<b>2033</b>	<b>100,0%</b>	
Answered	2033	96,7%	
Did not answer	69	3,3%	
<b>Count</b>	<b>2102</b>	<b>100,0%</b>	
Asked*	2102	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>2102</b>	<b>100,0%</b>	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	3,8%	11,7%	20,3%	20,6%	43,6%	2033
Gender	Male	4,2%	11,7%	21,6%	19,9%	42,6%	973
	Female	3,5%	11,8%	19,1%	21,2%	44,4%	1060
Age	18 to 24	8,6%	20,1%	20,5%	23,3%	27,4%	236
	25 to 34	6,0%	18,2%	26,6%	24,2%	24,9%	341
	35 to 44	3,4%	13,4%	25,1%	19,7%	38,4%	346
	45 to 54	1,6%	8,7%	20,7%	18,2%	50,7%	385
	55+	2,6%	6,8%	14,7%	19,7%	56,2%	726
Marital status	Married	2,5%	9,0%	18,5%	19,9%	50,1%	1026
	Living as married	2,7%	15,6%	26,1%	20,2%	35,5%	261
	Separated (after being married)	4,9%	9,5%	14,4%	39,9%	31,3%	45
	Divorced	2,2%	10,3%	18,8%	17,4%	51,3%	148
	Widowed	4,5%	0,8%	14,7%	22,9%	57,1%	63
	Never married	7,2%	17,8%	22,4%	21,3%	31,2%	478
Grouped Urban for England, Scotland & Wales	Urban	3,9%	11,6%	20,8%	20,4%	43,3%	1639
	Town and Fringe	1,9%	8,3%	13,4%	28,2%	48,2%	190
	Rural	4,7%	16,0%	22,4%	15,4%	41,4%	204
Region	North	3,0%	9,3%	17,9%	23,8%	46,0%	507
	Midlands	0,8%	12,2%	19,5%	20,1%	47,4%	325
	East	2,7%	11,8%	21,1%	23,8%	40,6%	199
	London	7,1%	16,8%	23,9%	16,4%	35,7%	260
	South	4,8%	12,3%	22,2%	19,0%	41,8%	462
	Wales	7,1%	8,2%	18,9%	11,1%	54,8%	104
	Scotland	3,8%	10,8%	18,1%	24,7%	42,5%	176

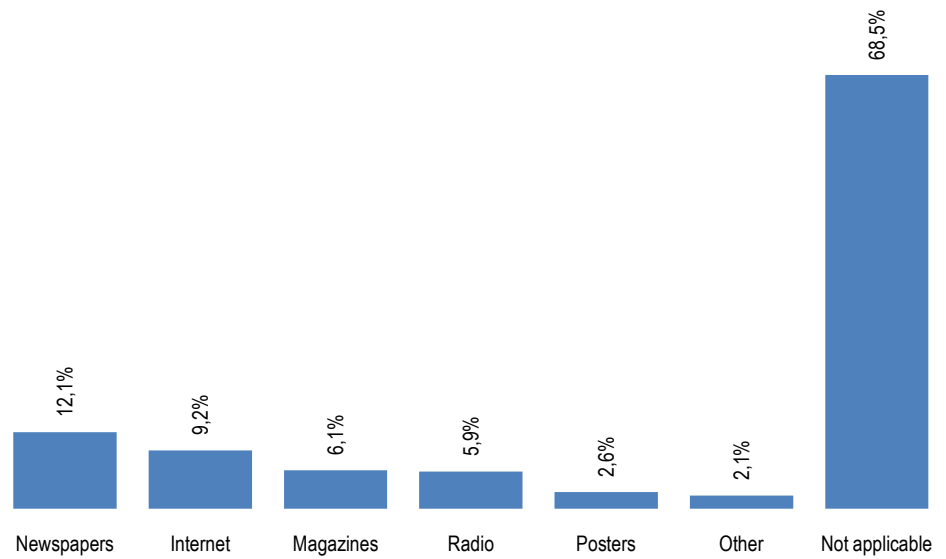
\*Asked: Everyone.

UNITED KINGDOM

Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months?



Answers	Count	Pct. %	Conf. lim +/-
Television	336	16,8%	1,6%
Newspapers	242	12,1%	1,4%
Internet (e.g. web sites, blogs, social media etc.)	184	9,2%	1,3%
Magazines	122	6,1%	1,1%
Radio	117	5,9%	1,0%
Posters (i.e. outdoor media)	52	2,6%	0,7%
Other (please specify)	42	2,1%	0,6%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	1367	68,5%	2,0%
<b>Count</b>	<b>1994</b>		
Answered	1994	94,9%	
Did not answer	108	5,1%	
<b>Count</b>	<b>2102</b>	<b>100,0%</b>	
Asked*	2102	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>2102</b>	<b>100,0%</b>	



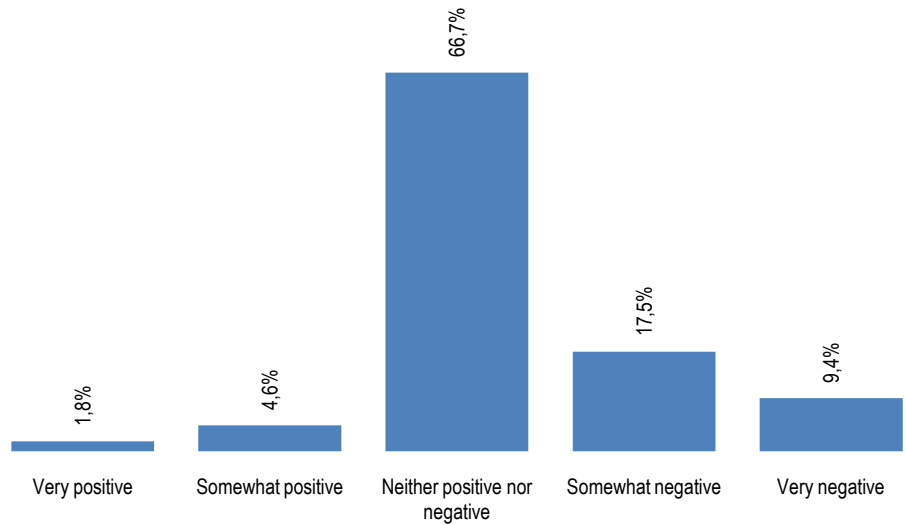
		Television	Newspapers	Internet	Magazines	Radio	Posters	Other	Not applicable	Count
Total	Total	16,8%	12,1%	9,2%	6,1%	5,9%	2,6%	2,1%	68,5%	1994
Gender	Male	18,6%	13,0%	10,8%	6,4%	7,0%	2,9%	1,2%	66,4%	956
	Female	15,2%	11,3%	7,8%	5,8%	4,9%	2,4%	2,9%	70,5%	1038
Age	18 to 24	16,1%	11,2%	15,0%	7,1%	6,4%	4,1%	2,1%	68,4%	242
	25 to 34	14,8%	11,8%	15,0%	5,4%	6,6%	7,1%	1,0%	64,3%	334
	35 to 44	18,5%	11,1%	9,0%	5,0%	4,6%	1,9%	1,5%	69,8%	346
	45 to 54	19,3%	11,1%	7,6%	5,7%	6,3%	1,7%	1,6%	69,5%	369
	55+	15,9%	13,6%	5,4%	6,8%	5,8%	0,9%	3,1%	69,5%	703
Marital status	Married	17,9%	12,8%	7,2%	6,0%	5,7%	1,5%	2,4%	68,6%	990
	Living as married	18,4%	11,6%	14,2%	9,2%	7,5%	5,9%	1,6%	64,3%	258
	Separated (after being married)	16,0%	8,5%	4,9%	1,8%	10,8%	2,2%	3,2%	71,5%	43
	Divorced	15,1%	11,9%	5,8%	4,8%	5,5%	-	1,3%	71,7%	142
	Widowed	9,4%	13,6%	1,4%	5,8%	-	2,6%	2,5%	76,8%	62
	Never married	15,5%	11,4%	13,1%	5,6%	5,9%	3,8%	1,7%	68,2%	484
	Civil Partnership	13,2%	5,3%	5,3%	3,6%	5,3%	7,2%	-	76,0%	14
Grouped Urban for England, Scotland & Wales	Urban	17,0%	12,7%	9,4%	6,0%	6,1%	2,6%	1,9%	68,4%	1611
	Town and Fringe	13,9%	6,7%	6,1%	4,7%	3,2%	3,5%	2,3%	74,6%	183
	Rural	17,8%	12,6%	10,6%	8,1%	6,4%	2,3%	3,0%	64,6%	200
Region	North	13,1%	8,7%	7,7%	5,0%	4,1%	1,2%	2,4%	76,3%	486
	Midlands	18,8%	11,8%	7,4%	4,1%	5,8%	1,5%	1,3%	68,2%	332
	East	15,4%	8,4%	7,4%	6,7%	3,9%	0,5%	2,4%	74,2%	196
	London	16,8%	18,3%	8,5%	10,0%	6,2%	9,2%	1,1%	57,8%	251
	South	16,7%	14,5%	11,7%	7,8%	8,6%	2,9%	3,0%	65,4%	455
	Wales	22,8%	10,4%	13,9%	3,2%	0,4%	1,1%	2,3%	69,0%	101
	Scotland	21,8%	12,5%	10,8%	4,2%	8,7%	1,8%	1,5%	64,7%	174

\*Asked: Everyone.

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



Answers	Count	Pct. %	Conf. lim +/-
Very positive	36	1,8%	0,6%
Somewhat positive	92	4,6%	0,9%
Neither positive nor negative	1343	66,7%	2,1%
Somewhat negative	353	17,5%	1,7%
Very negative	189	9,4%	1,3%
<b>Count</b>	<b>2013</b>	<b>100,0%</b>	
Answered	2013	95,8%	
Did not answer	89	4,2%	
<b>Count</b>	<b>2102</b>	<b>100,0%</b>	
Asked*	2102	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>2102</b>	<b>100,0%</b>	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	1,8%	4,6%	66,7%	17,5%	9,4%	2013
Gender	Male	2,3%	6,3%	65,3%	16,1%	10,1%	971
	Female	1,3%	3,0%	68,0%	18,9%	8,7%	1042
Age	18 to 24	2,6%	3,5%	67,2%	21,4%	5,3%	230
	25 to 34	3,0%	6,8%	70,1%	13,4%	6,6%	335
	35 to 44	0,5%	3,5%	72,1%	18,7%	5,3%	346
	45 to 54	1,1%	5,0%	61,8%	20,2%	11,9%	384
	55+	2,0%	4,2%	64,9%	16,2%	12,6%	717
Marital status	Married	1,1%	4,8%	65,5%	17,7%	10,9%	1015
	Living as married	1,6%	3,4%	72,2%	17,2%	5,6%	266
	Separated (after being married)	-	3,9%	77,2%	12,5%	6,5%	44
	Divorced	3,0%	1,4%	67,5%	18,9%	9,1%	147
	Widowed	1,4%	5,0%	61,3%	15,0%	17,2%	62
	Never married	3,1%	5,9%	65,4%	17,8%	7,8%	469
	Civil Partnership	7,5%	-	77,3%	15,2%	-	10
Grouped Urban for England, Scotland & Wales	Urban	2,0%	4,6%	66,3%	17,3%	9,8%	1624
	Town and Fringe	-	2,9%	65,4%	21,7%	10,0%	186
	Rural	2,0%	6,2%	71,0%	15,4%	5,4%	202
Region	North	1,3%	5,3%	66,8%	16,7%	9,8%	494
	Midlands	1,5%	4,3%	68,3%	17,2%	8,8%	328
	East	0,3%	1,4%	71,7%	20,3%	6,3%	196
	London	3,9%	5,3%	62,0%	19,4%	9,4%	261
	South	1,8%	5,1%	66,0%	17,9%	9,2%	457
	Wales	3,0%	5,2%	61,7%	16,1%	14,0%	101
	Scotland	1,4%	3,8%	69,4%	14,7%	10,7%	177

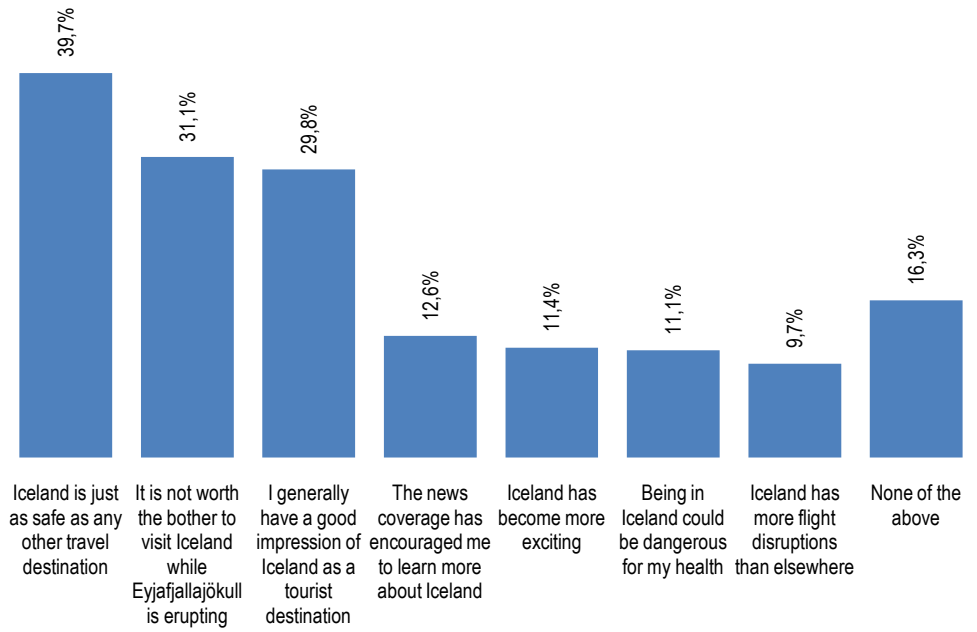
\*Asked: Everyone.

UNITED KINGDOM



Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?

Answers	Count	Pct. %	Conf. lim +/-
Iceland is just as safe as any other travel destination	760	39,7%	2,2%
It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	594	31,1%	2,1%
I generally have a good impression of Iceland as a tourist destination	569	29,8%	2,0%
The news coverage has encouraged me to learn more about Iceland	240	12,6%	1,5%
Iceland has become more exciting	217	11,4%	1,4%
Being in Iceland could be dangerous for my health	212	11,1%	1,4%
Iceland has more flight disruptions than elsewhere	185	9,7%	1,3%
None of the above	311	16,3%	1,7%
Count	1912		
Answered	1912	90,9%	
Did not answer	190	9,1%	
Count	2102	100,0%	
Asked*	2102	100,0%	
Not asked	0	0,0%	
Number of participants	2102	100,0%	



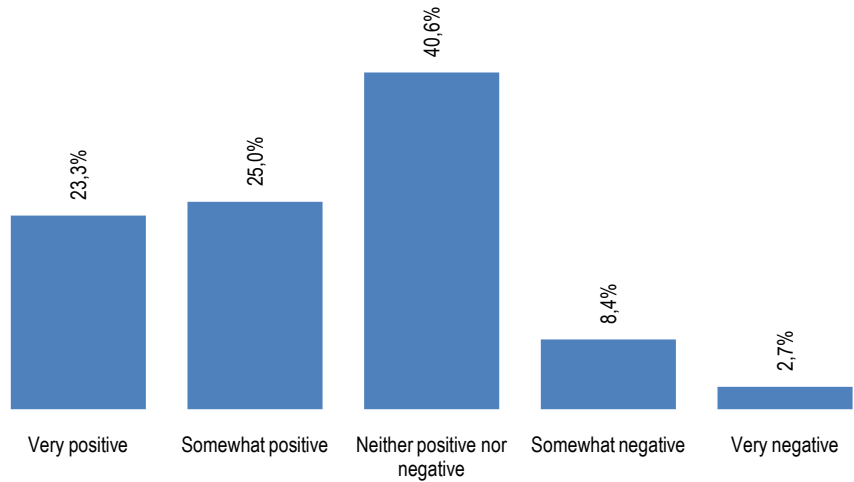
		Iceland is just as safe as any other travel destination	It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	I generally have a good impression of Iceland as a tourist destination	The news coverage has encouraged me to learn more about Iceland	Iceland has become more exciting	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	None of the above	Count
Total	Total	39,7%	31,1%	29,8%	12,6%	11,4%	11,1%	9,7%	16,3%	1912
Gender	Male	45,1%	28,8%	31,7%	13,0%	12,7%	9,3%	7,6%	14,8%	920
	Female	34,7%	33,1%	28,0%	12,2%	10,1%	12,8%	11,6%	17,6%	992
Age	18 to 24	49,6%	39,2%	37,0%	14,3%	14,0%	12,6%	21,3%	12,0%	221
	25 to 34	42,2%	26,7%	30,7%	14,8%	15,4%	5,4%	10,5%	16,0%	326
	35 to 44	37,5%	30,0%	28,9%	10,6%	10,1%	10,3%	5,8%	17,9%	336
	45 to 54	39,9%	30,5%	26,7%	10,4%	9,7%	11,2%	9,7%	18,0%	356
	55+	36,4%	31,3%	29,1%	13,1%	10,0%	13,6%	7,4%	16,0%	673
Marital status	Married	38,2%	30,5%	27,2%	10,7%	9,1%	10,9%	7,7%	17,0%	969
	Living as married	38,2%	29,2%	29,7%	16,2%	14,8%	10,5%	11,8%	13,5%	242
	Separated (after being married)	40,8%	32,1%	27,8%	10,2%	21,2%	10,5%	7,3%	13,2%	42
	Divorced	36,2%	31,1%	25,7%	18,4%	10,9%	13,9%	11,5%	19,1%	131
	Widowed	25,3%	43,7%	23,7%	11,3%	6,1%	21,2%	4,4%	18,6%	58
	Never married	47,2%	32,1%	37,6%	13,5%	14,0%	9,3%	12,8%	14,7%	458
	Civil Partnership	13,5%	8,7%	18,1%	4,7%	22,0%	28,6%	22,9%	44,5%	11
Grouped Urban for England, Scotland & Wales	Urban	39,7%	31,1%	30,0%	12,7%	12,2%	11,0%	9,4%	16,2%	1542
	Town and Fringe	33,9%	32,0%	22,3%	7,2%	5,4%	15,1%	8,0%	21,5%	177
	Rural	45,4%	29,6%	34,7%	16,8%	9,7%	8,1%	13,3%	12,3%	193
Region	North	37,9%	30,1%	22,7%	10,8%	11,8%	12,6%	8,7%	17,8%	479
	Midlands	42,2%	25,6%	31,6%	13,4%	11,2%	9,6%	9,2%	16,9%	313
	East	41,2%	31,6%	27,6%	10,8%	8,2%	14,8%	11,0%	15,9%	183
	London	36,3%	32,4%	33,0%	12,1%	10,7%	10,2%	11,0%	17,1%	249
	South	38,8%	34,3%	34,4%	14,2%	13,3%	10,3%	9,6%	15,4%	431
	Wales	46,5%	29,0%	27,7%	11,8%	16,1%	11,9%	16,3%	15,4%	94
	Scotland	42,6%	34,0%	33,7%	15,0%	6,9%	8,2%	6,9%	12,5%	164

\*Asked: Everyone.

How positive or negative are you towards Iceland as a travel destination?



Answers	Count	Pct. %	Conf. lim +/-
Very positive	242	23,3%	2,6%
Somewhat positive	259	25,0%	2,6%
Neither positive nor negative	421	40,6%	3,0%
Somewhat negative	87	8,4%	1,7%
Very negative	28	2,7%	1,0%
Count	1037	100,0%	
Answered	1037	95,3%	
Did not answer	51	4,7%	
Count	1088	100,0%	
Asked*	1088	100,0%	
Not asked	0	0,0%	
Number of participants	1088	100,0%	

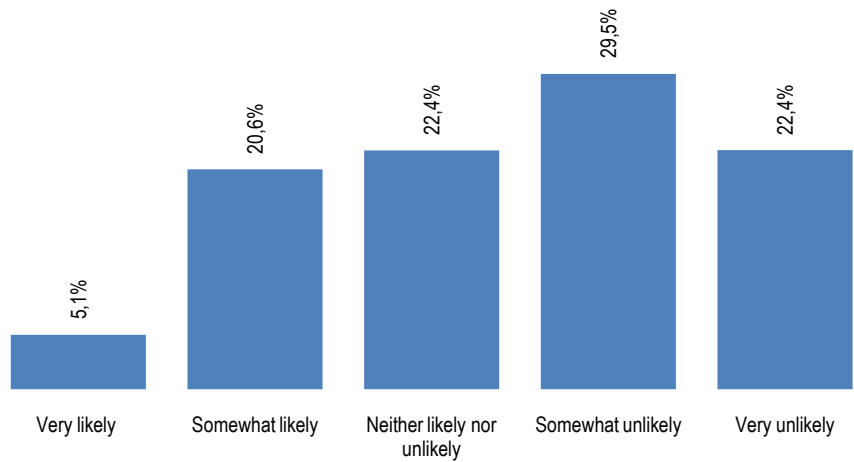


		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	23,3%	25,0%	40,6%	8,4%	2,7%	1037
Gender	Male	22,9%	23,5%	42,0%	8,7%	2,9%	498
	Female	23,7%	26,4%	39,2%	8,1%	2,6%	538
Age grouped	18-19 years	6,6%	28,2%	38,6%	21,6%	5,0%	23
	20-29 years	24,1%	33,4%	32,8%	8,5%	1,2%	142
	30-39 years	22,6%	30,0%	37,2%	7,8%	2,4%	157
	40-49 years	27,4%	18,3%	44,2%	8,4%	1,7%	216
	50 years plus	22,4%	23,7%	42,3%	8,0%	3,6%	499
Life cycle	Single	25,1%	27,2%	34,8%	10,5%	2,4%	256
	Married	24,3%	20,2%	43,4%	8,9%	3,1%	474
	Partnership after the life partnership law	34,1%	22,9%	33,9%	9,1%	-	15
	With Partner/in living together	22,4%	34,3%	37,5%	4,9%	0,9%	126
	Separated living	-	32,2%	60,1%	4,1%	3,6%	17
	Divorced	24,2%	23,2%	41,7%	8,1%	2,8%	97
	Widowed	13,7%	39,3%	35,3%	4,4%	7,4%	38
	Refused	5,1%	27,4%	67,5%	-	-	13
Urban/rural	Less than 2.000 inhabitants	27,3%	20,8%	38,6%	12,6%	0,7%	78
	2.000 - 5.000	22,3%	28,7%	37,9%	6,8%	4,3%	107
	5.000 - 10.000	18,7%	25,2%	47,3%	8,2%	0,7%	92
	10.000 - 20.000	19,8%	26,6%	46,7%	6,0%	0,9%	109
	20.000 - 50.000	23,8%	18,1%	42,0%	12,5%	3,6%	176
	50.000 - 100.000	28,2%	24,0%	37,0%	6,8%	4,0%	116
	100.000 - 200.000	31,3%	24,5%	35,1%	7,4%	1,7%	82
	200.000 - 500.000	23,3%	25,8%	35,9%	9,7%	5,3%	92
	500.000 - 1.000.000	18,7%	29,5%	45,2%	5,3%	1,3%	97
1.000.000 or more inhabitants	20,6%	31,7%	37,6%	6,8%	3,3%	87	

\*Asked: Everyone.

		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	23,3%	25,0%	40,6%	8,4%	2,7%	1037
Region	Schleswig-Holstein	19,7%	32,0%	35,2%	10,4%	2,8%	37
	Hamburg	23,7%	29,0%	27,3%	11,3%	8,7%	21
	Niedersachsen	22,0%	21,9%	49,2%	6,0%	0,9%	106
	Bremen	21,5%	52,5%	15,2%	10,8%	-	7
	Nordrhein-Westfalen	22,5%	22,0%	43,9%	8,1%	3,5%	219
	Hessen	22,4%	23,4%	44,6%	7,0%	2,7%	76
	Rheinland-Pfalz	20,7%	18,6%	37,4%	19,1%	4,1%	47
	Baden-Württemberg	27,3%	22,2%	33,2%	12,9%	4,4%	135
	Bayern	12,4%	34,7%	45,3%	4,2%	3,5%	148
	Saarland	16,3%	20,1%	46,9%	16,6%	-	13
	Berlin	23,6%	22,8%	44,3%	9,3%	-	39
	Brandenburg	38,5%	27,9%	28,3%	5,4%	-	38
	Mecklenburg-Vorpommern	47,3%	25,9%	19,4%	7,4%	-	25
	Sachsen	29,9%	30,7%	35,3%	3,2%	0,9%	63
	Sachsen-Anhalt	28,3%	16,4%	47,8%	7,5%	-	33
	Thüringen	25,8%	15,7%	41,7%	13,2%	3,7%	30

Answers	Count	Pct.%	Conf.lim +/-
Very likely	53	5,1%	1,3%
Somewhat likely	214	20,6%	2,5%
Neither likely nor unlikely	233	22,4%	2,5%
Somewhat unlikely	308	29,5%	2,8%
Very unlikely	233	22,4%	2,5%
Count	1041	100,0%	
Answered	1041	95,7%	
Did not answer	47	4,3%	
Count	1088	100,0%	
Asked*	1088	100,0%	
Not asked	0	0,0%	
Number of participants	1088	100,0%	



		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	5,1%	20,6%	22,4%	29,5%	22,4%	1041
Gender	Male	5,9%	21,0%	21,9%	28,4%	22,8%	512
	Female	4,4%	20,2%	22,9%	30,6%	22,0%	529
Age grouped	18-19 years	-	15,1%	12,8%	47,1%	25,0%	26
	20-29 years	6,8%	25,5%	32,5%	21,1%	14,1%	148
	30-39 years	7,8%	23,6%	27,2%	24,9%	16,5%	154
	40-49 years	6,8%	22,4%	20,5%	26,9%	23,5%	213
	50 years plus	3,3%	17,7%	19,2%	33,7%	26,0%	501
Life cycle	Single	7,7%	20,4%	29,3%	21,9%	20,8%	262
	Married	4,8%	20,1%	16,1%	33,4%	25,6%	472
	Partnership after the life partnership law	-	50,4%	6,3%	30,4%	13,0%	16
	With Partner/in living together	4,0%	21,2%	30,7%	30,4%	13,7%	129
	Separated living	-	9,5%	26,7%	43,3%	20,4%	17
	Divorced	2,7%	23,3%	24,5%	29,6%	19,9%	92
	Widowed	7,1%	11,9%	19,7%	28,1%	33,2%	39
	Refused	-	22,8%	34,5%	20,8%	22,0%	15
Urban/rural	Less than 2.000 inhabitants	5,2%	14,3%	13,5%	42,5%	24,4%	78
	2.000 - 5.000	3,8%	14,6%	25,9%	25,9%	29,8%	105
	5.000 - 10.000	1,7%	21,5%	20,3%	26,7%	29,8%	98
	10.000 - 20.000	5,3%	25,0%	20,8%	31,9%	17,1%	107
	20.000 - 50.000	5,0%	19,0%	16,3%	37,7%	22,1%	173
	50.000 - 100.000	8,2%	23,4%	25,5%	25,5%	17,3%	118
	100.000 - 200.000	2,3%	34,0%	25,1%	18,3%	20,4%	88
	200.000 - 500.000	2,2%	18,8%	21,8%	29,8%	27,3%	91
	500.000 - 1.000.000	8,4%	16,7%	25,5%	30,2%	19,1%	97
1.000.000 or more inhabitants	8,2%	19,0%	32,9%	22,0%	17,9%	87	

\*Asked: Everyone.



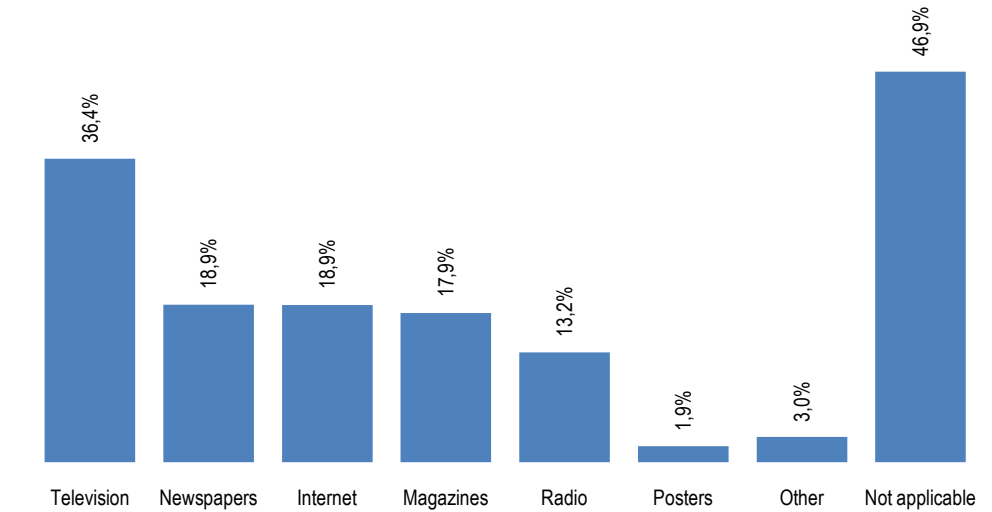
		Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Total	Total	5,1%	20,6%	22,4%	29,5%	22,4%	1041
Region	Schleswig-Holstein	4,5%	21,2%	29,6%	27,4%	17,4%	38
	Hamburg	3,6%	21,0%	40,8%	17,2%	17,5%	21
	Niedersachsen	8,4%	13,8%	18,4%	30,4%	29,0%	106
	Bremen	-	25,4%	14,0%	21,2%	39,4%	8
	Nordrhein-Westfalen	5,0%	22,0%	23,0%	28,2%	21,7%	222
	Hessen	6,0%	18,3%	22,6%	30,8%	22,2%	75
	Rheinland-Pfalz	15,2%	11,8%	13,9%	21,8%	37,3%	47
	Baden-Württemberg	3,5%	23,0%	20,7%	30,7%	22,1%	135
	Bayern	4,9%	14,2%	27,5%	30,5%	22,9%	156
	Saarland	-	19,4%	19,4%	29,2%	32,0%	13
	Berlin	7,3%	21,2%	27,8%	29,2%	14,6%	39
	Brandenburg	2,1%	40,6%	27,9%	18,1%	11,4%	34
	Mecklenburg-Vorpommern	4,9%	29,7%	8,1%	42,6%	14,6%	24
	Sachsen	1,3%	29,9%	16,8%	35,2%	16,9%	58
	Sachsen-Anhalt	3,5%	15,9%	9,7%	49,9%	21,0%	35
	Thüringen	-	30,6%	29,7%	17,3%	22,3%	30

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Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months?



Answers	Count	Pct. %	Conf.lim +/-
Television	380	36,4%	2,9%
Newspapers	197	18,9%	2,4%
Internet (e.g. web sites, blogs, social media etc.)	197	18,9%	2,4%
Magazines	187	17,9%	2,3%
Radio	137	13,2%	2,1%
Posters (i.e. outdoor media)	20	1,9%	0,8%
Other (please specify)	32	3,0%	1,0%
Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	489	46,9%	3,0%
<b>Count</b>	<b>1044</b>		
Answered	1044	95,9%	
Did not answer	44	4,1%	
<b>Count</b>	<b>1088</b>	<b>100,0%</b>	
Asked*	1088	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>1088</b>	<b>100,0%</b>	



		Television	Newspapers	Internet	Magazines	Radio	Posters	Other	Not applicable	Count
Total	Total	36,4%	18,9%	18,9%	17,9%	13,2%	1,9%	3,0%	46,9%	1044
Gender	Male	41,9%	22,9%	23,3%	20,9%	17,7%	1,6%	2,5%	41,2%	504
	Female	31,4%	15,2%	14,8%	15,2%	8,9%	2,2%	3,6%	52,2%	540
Age grouped	18-19 years	30,3%	19,8%	12,0%	6,5%	16,9%	1,7%	-	48,5%	27
	20-29 years	31,4%	23,8%	28,2%	15,6%	17,5%	4,1%	2,6%	52,1%	143
	30-39 years	33,2%	17,1%	23,4%	11,6%	13,6%	1,8%	2,2%	43,2%	155
	40-49 years	36,6%	13,9%	13,8%	14,8%	14,0%	2,2%	1,4%	49,9%	212
	50 years plus	39,1%	20,1%	17,4%	22,4%	11,3%	1,3%	4,3%	45,2%	507
Life cycle	Single	32,4%	19,1%	24,9%	14,4%	15,3%	3,0%	1,6%	48,3%	255
	Married	39,8%	18,0%	17,3%	21,2%	11,8%	1,7%	3,2%	46,6%	482
	Partnership after the life partnership law	22,5%	3,6%	18,6%	29,0%	4,1%	2,8%	6,5%	42,3%	16
	With Partner/in living together	35,6%	20,8%	20,2%	15,9%	15,1%	2,0%	6,0%	43,6%	123
	Separated living	50,0%	25,6%	17,3%	38,3%	29,3%	-	9,0%	44,5%	16
	Divorced	38,3%	14,3%	14,2%	11,9%	11,3%	-	1,5%	52,5%	97
	Widowed	25,6%	30,9%	15,5%	16,2%	8,3%	3,9%	2,5%	42,3%	41
Refused	20,0%	37,1%	-	-	24,7%	-	-	42,4%	15	
Urban/rural	Less than 2.000 inhabitants	34,2%	16,4%	11,7%	13,5%	15,1%	1,0%	1,1%	59,0%	87
	2.000 - 5.000	46,1%	16,6%	18,2%	22,3%	12,2%	-	3,8%	42,6%	100
	5.000 - 10.000	38,1%	21,6%	18,1%	21,0%	19,9%	0,7%	2,8%	45,8%	96
	10.000 - 20.000	28,0%	21,6%	23,0%	23,3%	10,6%	1,6%	6,4%	48,2%	106
	20.000 - 50.000	39,3%	22,6%	16,3%	20,2%	16,8%	2,0%	2,7%	50,9%	179
	50.000 - 100.000	33,6%	18,1%	16,5%	18,7%	14,6%	1,4%	-	43,3%	115
	100.000 - 200.000	41,6%	20,0%	28,9%	13,6%	9,9%	3,2%	0,7%	44,4%	87
	200.000 - 500.000	36,7%	19,9%	19,4%	16,6%	9,6%	5,2%	3,7%	43,9%	93
	500.000 - 1.000.000	34,1%	14,2%	21,5%	9,7%	7,7%	3,9%	4,8%	44,4%	96
1.000.000 or more inhabitants	30,7%	14,5%	17,7%	16,2%	11,8%	0,7%	4,8%	44,4%	86	

\*Asked: Everyone.

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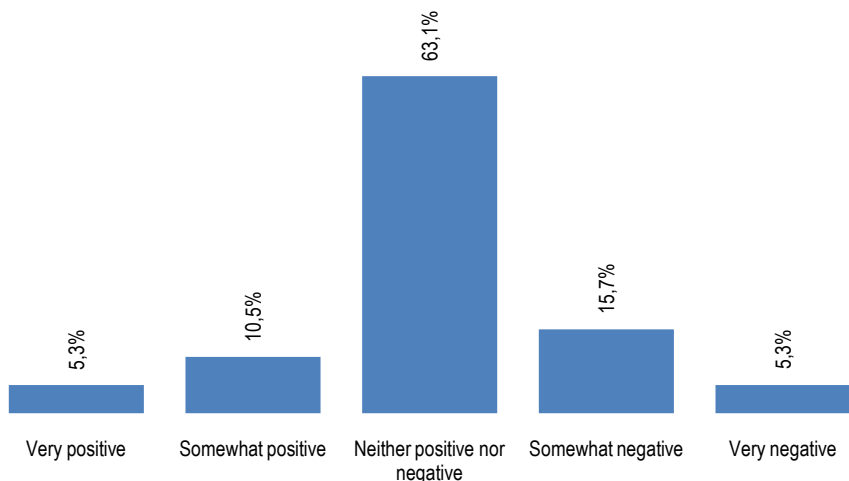
Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months? 2nd part



		Television	Newspapers	Internet	Magazines	Radio	Posters	Other	Not applicable	Count
Total	Total	36,4%	18,9%	18,9%	17,9%	13,2%	1,9%	3,0%	46,9%	1044
Region	Schleswig-Holstein	23,1%	23,1%	9,9%	19,2%	18,6%	-	-	52,1%	37
	Hamburg	24,4%	20,8%	15,5%	21,5%	9,3%	-	6,1%	42,5%	21
	Niedersachsen	42,1%	20,2%	9,5%	15,4%	14,9%	0,8%	3,8%	44,1%	104
	Bremen	45,3%	18,6%	-	19,8%	13,2%	10,8%	-	42,7%	8
	Nordrhein-Westfalen	33,5%	16,0%	20,3%	15,2%	10,2%	3,5%	1,9%	44,5%	218
	Hessen	35,0%	23,6%	18,8%	22,1%	9,2%	0,9%	6,6%	50,3%	75
	Rheinland-Pfalz	42,7%	28,4%	26,0%	20,3%	22,8%	-	3,7%	47,7%	45
	Baden-Württemberg	37,9%	18,4%	21,4%	17,5%	7,5%	3,1%	3,8%	47,8%	137
	Bayern	35,2%	20,4%	20,9%	19,5%	14,8%	1,6%	0,8%	49,9%	155
	Saarland	32,1%	25,9%	9,9%	35,8%	9,9%	3,4%	-	48,5%	13
	Berlin	36,6%	13,4%	15,9%	13,1%	9,4%	-	3,9%	45,8%	38
	Brandenburg	48,0%	22,0%	25,2%	22,9%	23,6%	2,2%	3,8%	38,9%	34
	Mecklenburg-Vorpommern	46,7%	16,2%	41,7%	25,6%	24,2%	-	8,0%	31,2%	23
	Sachsen	35,2%	11,1%	16,7%	14,3%	9,8%	-	5,3%	51,3%	66
	Sachsen-Anhalt	32,6%	19,7%	24,4%	24,8%	19,4%	6,4%	3,4%	46,1%	36
	Thüringen	41,7%	17,4%	10,1%	9,3%	22,5%	-	-	54,2%	34

Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?

Answers	Co	Pct	Co
Very positive	56	5,3%	1,4%
Somewhat positive	111	10,5%	1,9%
Neither positive nor negative	662	63,1%	2,9%
Somewhat negative	165	15,7%	2,2%
Very negative	56	5,3%	1,4%
Count	1049	100,0%	
Answered	1049	96,5%	
Did not answer	39	3,5%	
Count	1088	100,0%	
Asked*	1088	100,0%	
Not asked	0	0,0%	
Number of participants	1088	100,0%	



		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	5,3%	10,5%	63,1%	15,7%	5,3%	1049
Gender	Male	6,5%	13,4%	61,4%	13,8%	5,0%	513
	Female	4,2%	7,8%	64,8%	17,6%	5,6%	537
Age grouped	18-19 years	5,0%	8,3%	50,3%	36,4%	-	27
	20-29 years	3,6%	12,1%	59,1%	18,6%	6,6%	146
	30-39 years	4,3%	15,0%	61,5%	13,5%	5,7%	158
	40-49 years	5,2%	10,1%	67,6%	11,9%	5,2%	212
	50 years plus	6,1%	9,0%	63,6%	16,1%	5,1%	507
Life cycle	Single	4,3%	10,8%	63,2%	15,7%	6,0%	263
	Married	5,8%	10,8%	61,2%	16,1%	6,2%	477
	Partnership after the life partnership law	-	29,1%	54,6%	-	16,3%	15
	With Partner/in living together	5,5%	10,5%	64,2%	17,4%	2,4%	129
	Separated living	-	19,3%	58,8%	21,9%	-	17
	Divorced	1,0%	7,1%	72,0%	17,9%	2,0%	94
	Widowed	14,9%	6,3%	63,7%	8,0%	7,1%	41
	Refused	17,7%	5,7%	69,4%	7,2%	-	15
Urban/rural	Less than 2.000 inhabitants	6,2%	9,8%	63,5%	12,8%	7,7%	83
	2.000 - 5.000	2,6%	14,5%	58,3%	16,4%	8,2%	106
	5.000 - 10.000	5,5%	6,3%	68,4%	14,4%	5,4%	93
	10.000 - 20.000	4,4%	7,3%	73,5%	13,4%	1,4%	109
	20.000 - 50.000	6,4%	10,5%	58,8%	18,9%	5,4%	177
	50.000 - 100.000	2,6%	10,4%	63,2%	15,1%	8,6%	118
	100.000 - 200.000	4,6%	12,4%	56,5%	21,2%	5,3%	88
	200.000 - 500.000	4,0%	11,3%	67,8%	14,8%	2,1%	92
	500.000 - 1.000.000	9,7%	12,4%	62,1%	11,7%	4,1%	96
1.000.000 or more inhabitants	7,5%	10,4%	61,5%	16,2%	4,3%	87	

\*Asked: Everyone.

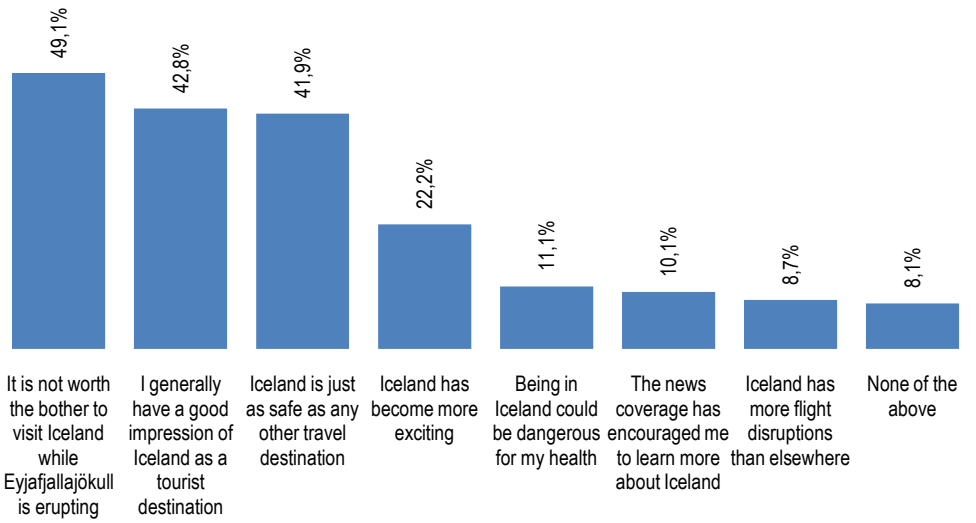
		Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Total	Total	5,3%	10,5%	63,1%	15,7%	5,3%	1049
Region	Schleswig-Holstein	4,9%	12,8%	61,2%	15,4%	5,7%	35
	Hamburg	7,0%	6,2%	58,4%	10,9%	17,5%	21
	Niedersachsen	8,0%	10,3%	65,4%	9,1%	7,1%	105
	Bremen	-	14,0%	63,5%	14,2%	8,3%	8
	Nordrhein-Westfalen	4,9%	12,9%	60,6%	16,2%	5,3%	223
	Hessen	3,0%	11,4%	68,7%	15,1%	1,7%	76
	Rheinland-Pfalz	1,9%	4,1%	51,9%	30,9%	11,2%	47
	Baden-Württemberg	5,9%	8,8%	67,7%	14,8%	2,8%	136
	Bayern	4,9%	7,6%	63,9%	15,5%	8,0%	155
	Saarland	9,6%	6,0%	40,2%	38,1%	6,0%	14
	Berlin	7,3%	12,6%	59,1%	19,1%	1,9%	39
	Brandenburg	5,9%	23,2%	65,7%	3,7%	1,5%	35
	Mecklenburg-Vorpommern	15,2%	21,2%	49,4%	14,2%	-	25
	Sachsen	2,9%	10,6%	71,5%	15,0%	-	63
	Sachsen-Anhalt	3,6%	-	69,5%	18,9%	8,0%	35
	Thüringen	3,8%	12,3%	57,1%	20,1%	6,7%	32

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Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?

Answers	Count	Pct. %	Conf.lim +/-
It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	501	49,1%	3,1%
I generally have a good impression of Iceland as a tourist destination	437	42,8%	3,0%
Iceland is just as safe as any other travel destination	427	41,9%	3,0%
Iceland has become more exciting	226	22,2%	2,6%
Being in Iceland could be dangerous for my health	113	11,1%	1,9%
The news coverage has encouraged me to learn more about Iceland	103	10,1%	1,9%
Iceland has more flight disruptions than elsewhere	89	8,7%	1,7%
None of the above	83	8,1%	1,7%
<b>Count</b>	<b>1020</b>		
Answered	1020	93,7%	
Did not answer	68	6,3%	
<b>Count</b>	<b>1088</b>	<b>100,0%</b>	
Asked*	1088	100,0%	
Not asked	0	0,0%	
<b>Number of participants</b>	<b>1088</b>	<b>100,0%</b>	



		It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	I generally have a good impression of Iceland as a tourist destination	Iceland is just as safe as any other travel destination	Iceland has become more exciting	Being in Iceland could be dangerous for my health	The news coverage has encouraged me to learn more about Iceland	Iceland has more flight disruptions than elsewhere	None of the above	Count
Total	Total	49,1%	42,8%	41,9%	22,2%	11,1%	10,1%	8,7%	8,1%	1020
Gender	Male	52,6%	41,8%	47,2%	26,4%	9,5%	10,2%	9,8%	7,3%	498
	Female	45,8%	43,8%	36,8%	18,2%	12,6%	10,1%	7,6%	8,9%	522
Age grouped	18-19 years	52,0%	16,4%	38,0%	17,0%	24,5%	-	35,6%	4,8%	24
	20-29 years	49,0%	41,9%	41,3%	26,0%	18,1%	10,7%	17,8%	7,9%	143
	30-39 years	47,4%	45,1%	36,0%	21,8%	9,0%	10,7%	8,6%	11,4%	150
	40-49 years	42,6%	37,3%	38,3%	21,5%	12,2%	11,7%	5,3%	9,1%	210
	50 years plus	52,3%	46,0%	45,6%	21,8%	8,7%	9,6%	6,2%	6,9%	494
Life cycle	Single	48,0%	38,4%	42,6%	27,9%	14,1%	10,1%	12,9%	9,0%	250
	Married	49,9%	41,9%	42,8%	19,2%	11,0%	9,5%	6,0%	7,6%	472
	Partnership after the life partnership law	15,0%	22,6%	42,2%	12,7%	15,4%	16,8%	17,2%	8,7%	16
	With Partner/in living together	53,8%	50,4%	37,2%	31,5%	10,2%	10,0%	10,7%	5,3%	126
	Separated living	65,9%	53,7%	34,8%	24,4%	20,6%	14,9%	14,1%	3,2%	17
	Divorced	47,0%	48,7%	43,3%	13,5%	7,8%	8,9%	5,0%	9,2%	88
	Widowed	49,9%	54,0%	46,1%	20,5%	-	15,8%	8,6%	9,6%	37
Refused	30,2%	25,8%	31,1%	6,1%	6,2%	13,2%	12,6%	28,7%	13	
Urban/rural	Less than 2.000 inhabitants	47,7%	39,4%	48,0%	19,9%	11,7%	11,1%	7,6%	12,8%	81
	2.000 - 5.000	50,4%	38,7%	39,8%	24,5%	6,2%	10,8%	5,6%	9,3%	104
	5.000 - 10.000	49,6%	36,8%	41,1%	17,8%	9,3%	11,0%	3,5%	10,7%	96
	10.000 - 20.000	63,5%	52,2%	44,0%	26,3%	8,8%	9,1%	12,4%	6,5%	107
	20.000 - 50.000	47,4%	41,7%	39,0%	19,7%	19,2%	14,1%	10,3%	6,6%	176
	50.000 - 100.000	45,1%	45,1%	34,8%	15,6%	6,9%	9,9%	5,2%	8,0%	109
	100.000 - 200.000	48,1%	47,6%	47,0%	19,0%	8,4%	8,9%	12,5%	6,6%	84
	200.000 - 500.000	42,0%	41,4%	44,8%	37,6%	6,5%	11,3%	7,8%	6,5%	85
	500.000 - 1.000.000	46,1%	42,3%	40,9%	16,4%	16,0%	2,8%	11,3%	6,8%	93
1.000.000 or more inhabitants	50,6%	42,7%	45,2%	28,9%	12,1%	8,7%	10,0%	9,0%	85	

\*Asked: Everyone.

GERMANY

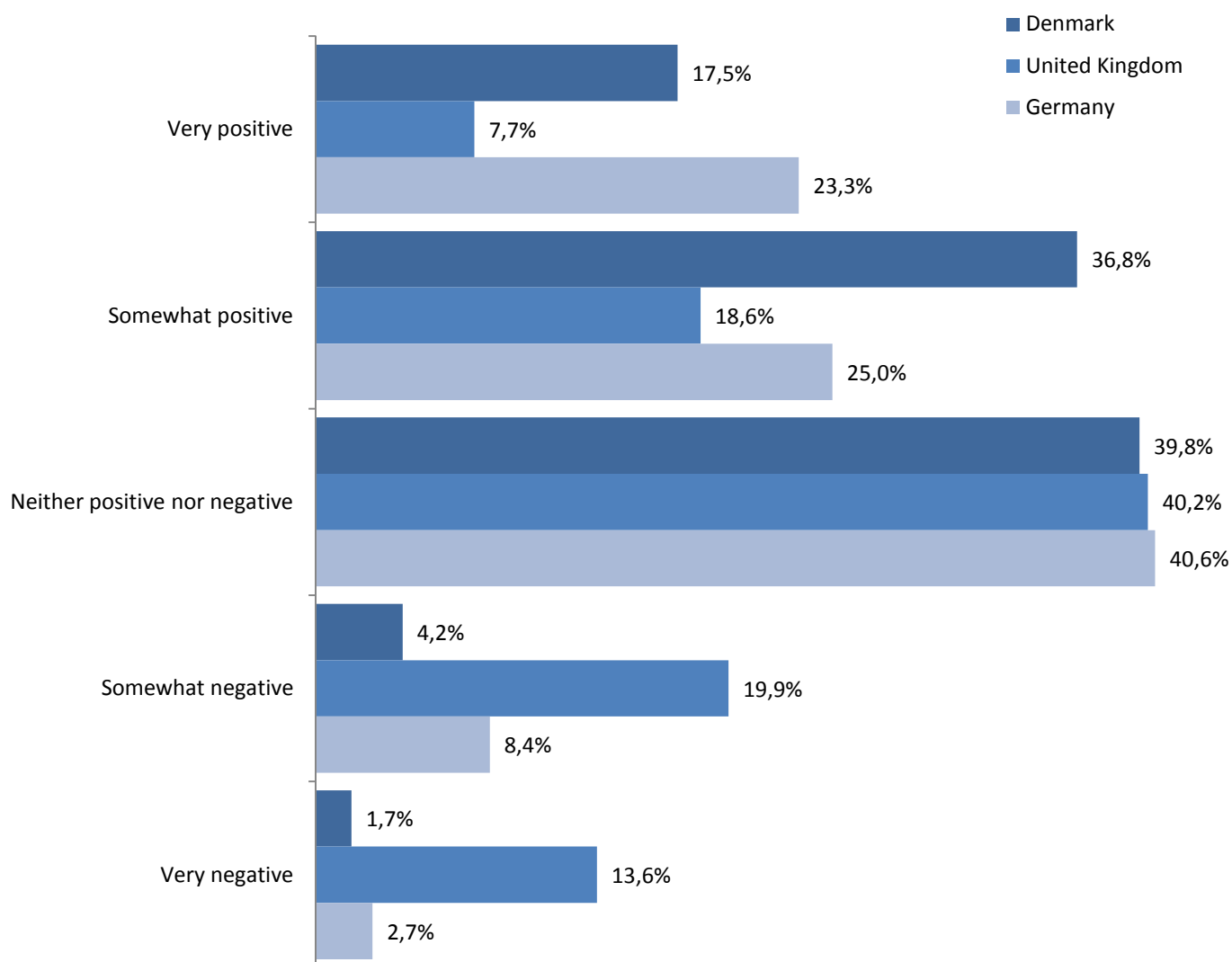
Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity? 2nd part



		It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	I generally have a good impression of Iceland as a tourist destination	Iceland is just as safe as any other travel destination	Iceland has become more exciting	Being in Iceland could be dangerous for my health	The news coverage has encouraged me to learn more about Iceland	Iceland has more flight disruptions than elsewhere	None of the above	Count
Total	Total	49,1%	42,8%	41,9%	22,2%	11,1%	10,1%	8,7%	8,1%	1020
Region	Schleswig-Holstein	44%	47%	39%	22%	15%	14%	12%	5%	38
	Hamburg	48%	40%	32%	28%	17%	5%	5%	17%	21
	Niedersachsen	54%	50%	42%	21%	12%	10%	3%	12%	104
	Bremen	23%	24%	22%	22%	16%	-	25%	8%	7
	Nordrhein-Westfalen	48%	38%	37%	21%	10%	11%	9%	11%	215
	Hessen	40%	41%	41%	24%	10%	5%	1%	6%	72
	Rheinland-Pfalz	46%	26%	39%	19%	20%	7%	15%	11%	45
	Baden-Württemberg	49,0%	47,8%	44,4%	17,1%	11,8%	10,0%	9,3%	4,6%	137
	Bayern	50,6%	42,5%	43,7%	18,9%	8,1%	12,7%	10,7%	8,9%	149
	Saarland	63,8%	41,6%	44,1%	6,2%	39,1%	6,2%	22,2%	7,0%	13
	Berlin	48,9%	46,9%	50,6%	23,1%	17,8%	13,9%	7,6%	7,4%	38
	Brandenburg	47,8%	45,3%	48,0%	33,6%	1,4%	13,7%	5,5%	3,5%	38
	Mecklenburg-Vorpommern	45,8%	45,7%	35,9%	38,7%	-	5,5%	-	-	24
	Sachsen	53,1%	46,2%	47,9%	23,7%	10,4%	7,0%	11,3%	3,3%	61
	Sachsen-Anhalt	66,8%	58,6%	64,3%	41,0%	11,0%	4,0%	10,9%	4,0%	30
Thüringen	45,3%	28,5%	28,2%	27,2%	8,1%	18,4%	13,8%	13,4%	29	

COMPARISON

How positive or negative are you towards Iceland as a travel destination?

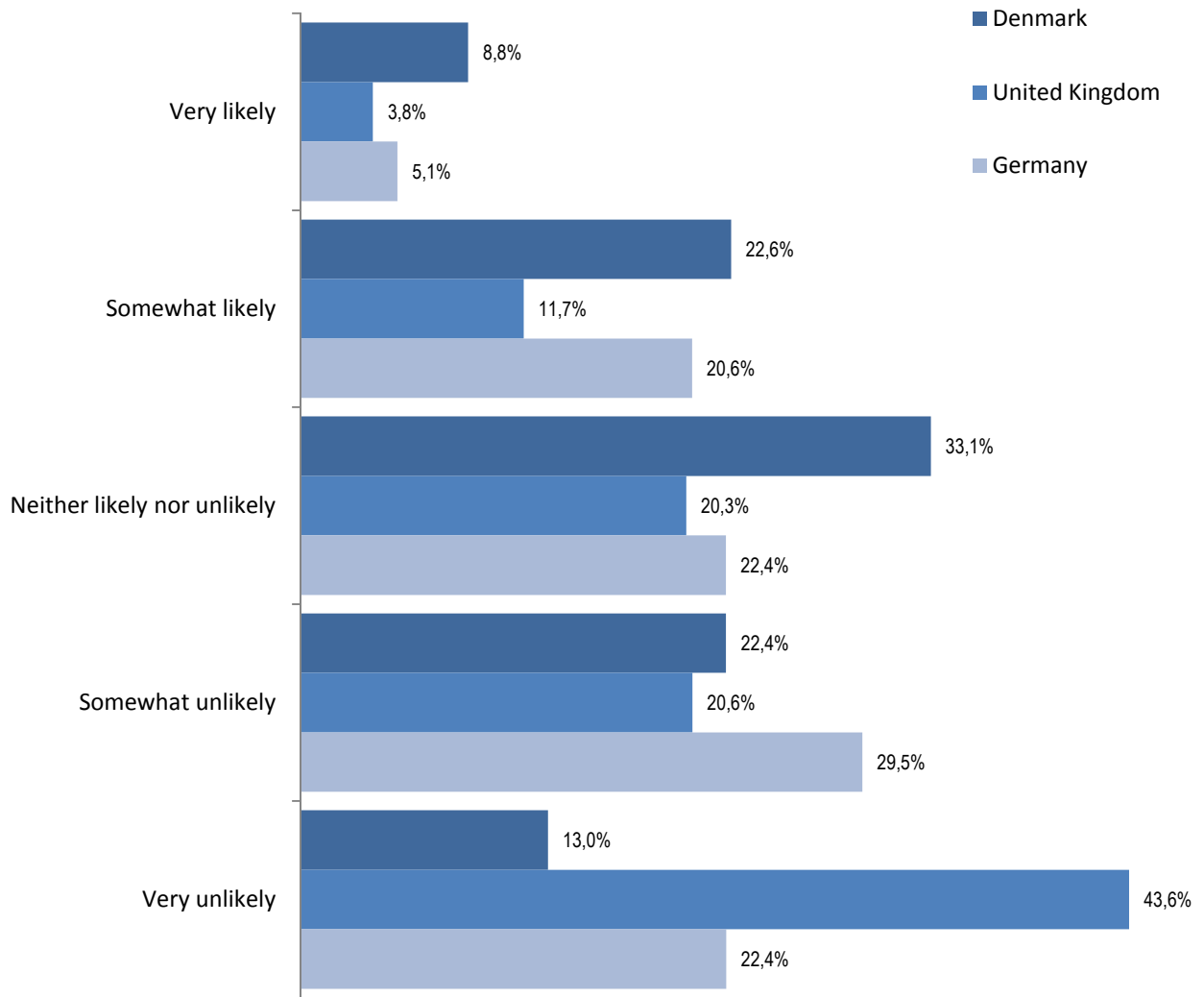


	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Denmark	17,5%	36,8%	39,8%	4,2%	1,7%	970
United Kingdom	7,7%	18,6%	40,2%	19,9%	13,6%	1988
Germany	23,3%	25,0%	40,6%	8,4%	2,7%	1037



COMPARISON

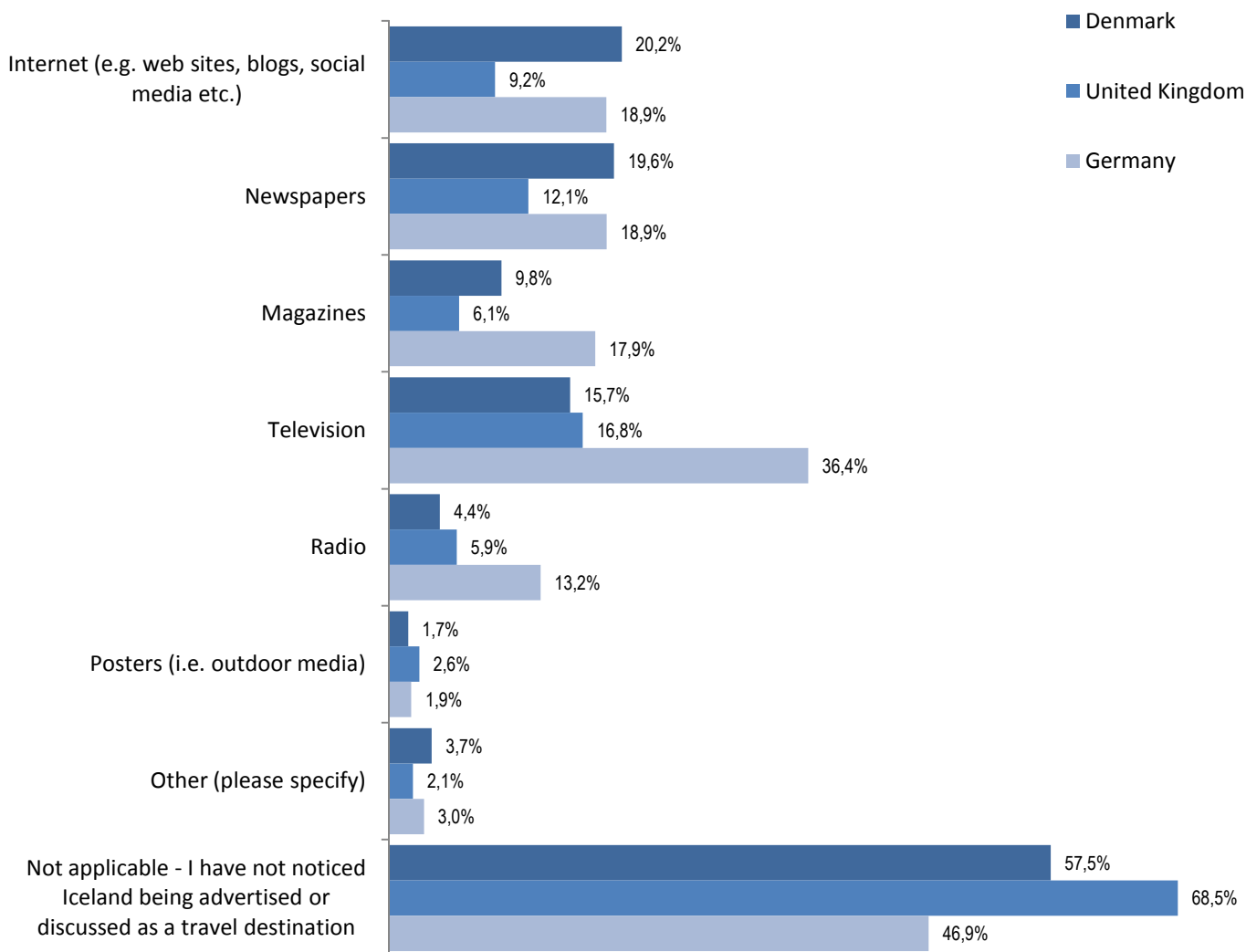
How likely or unlikely are you to visit Iceland in the future?



	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Count
Denmark	8,8%	22,6%	33,1%	22,4%	13,0%	952
United Kingdom	3,8%	11,7%	20,3%	20,6%	43,6%	2033
Germany	5,1%	20,6%	22,4%	29,5%	22,4%	1041

COMPARISON

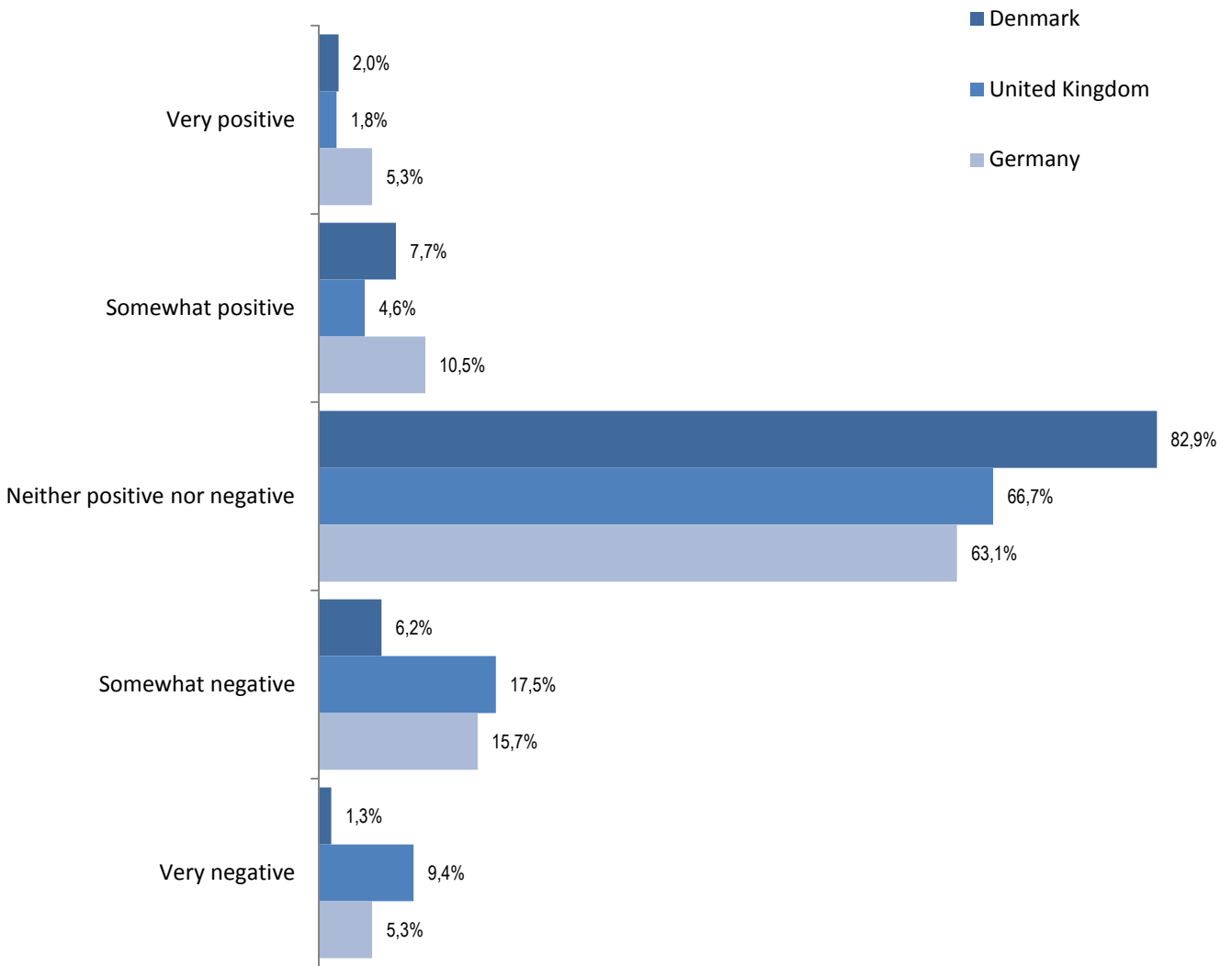
Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last three months?



	Internet (e.g. web sites, blogs, social media etc.)	Newspapers	Magazines	Television	Radio	Posters (i.e. outdoor media)	Other (please specify)	Not applicable - I have not noticed Iceland being advertised or discussed as a travel destination	Count
Denmark	20,2%	19,6%	9,8%	15,7%	4,4%	1,7%	3,7%	57,5%	939
United Kingdom	9,2%	12,1%	6,1%	16,8%	5,9%	2,6%	2,1%	68,5%	1994
Germany	18,9%	18,9%	17,9%	36,4%	13,2%	1,9%	3,0%	46,9%	1044

COMPARISON

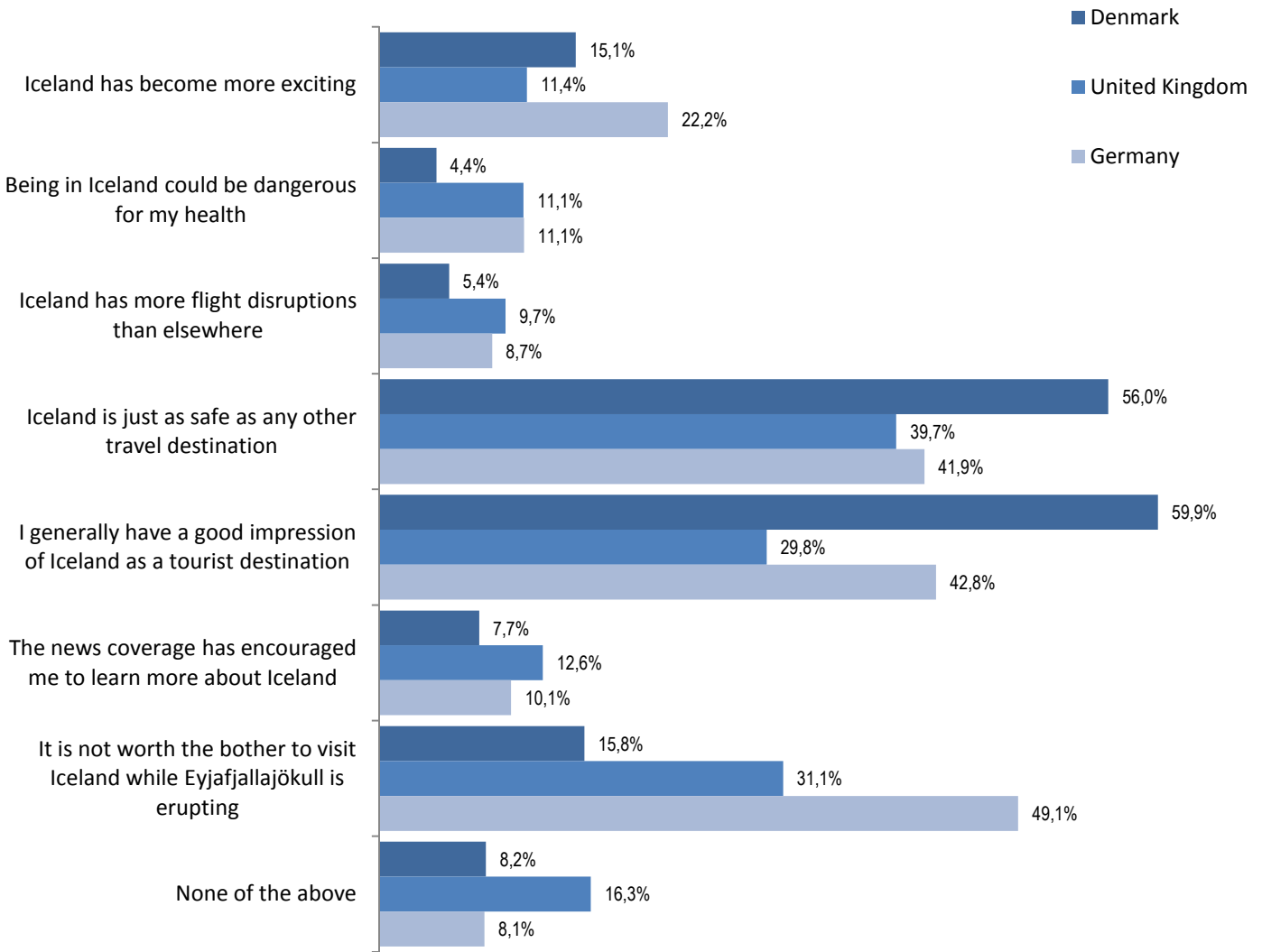
Has the media coverage in connection with the volcanic eruption in Iceland had a positive or negative influence on your attitude towards Iceland as a tourist destination in the future?



	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Count
Denmark	2,0%	7,7%	82,9%	6,2%	1,3%	992
United Kingdom	1,8%	4,6%	66,7%	17,5%	9,4%	2013
Germany	5,3%	10,5%	63,1%	15,7%	5,3%	1049

**COMPARISON**

Below are some statements others have made about Iceland as a travel destination. Which of these, if any, would you your self associate with Iceland as a travel destination following the recent volcanic activity?



	Iceland has become more exciting	Being in Iceland could be dangerous for my health	Iceland has more flight disruptions than elsewhere	Iceland is just as safe as any other travel destination	I generally have a good impression of Iceland as a tourist destination	The news coverage has encouraged me to learn more about Iceland	It is not worth the bother to visit Iceland while Eyjafjallajökull is erupting	None of the above	Count
Denmark	15,1%	4,4%	5,4%	56,0%	59,9%	7,7%	15,8%	8,2%	938
United Kingdom	11,4%	11,1%	9,7%	39,7%	29,8%	12,6%	31,1%	16,3%	1912
Germany	22,2%	11,1%	8,7%	41,9%	42,8%	10,1%	49,1%	8,1%	1020